

EXECUTIVE SUMMARY

Aqastya Mishra (DSc 55)

Insights summary for RSVP movies from IMDB Dataset:

1. A downward trend is observed in the movies produced over the years. Highest number of movies were produced in the month of March 2017.
2. Most popular movie genre is observed to be Drama having 4285 movies with an average duration of 106.77 minutes. Action and Thriller along with drama constitute the top three movie genres.
3. RSVP movies can focus on Drama genre for its future film, or they can focus on Action or thriller as well.
4. Two production companies namely Dream warrior Pictures and National Theatre Live have produced highest number of hit movies.
5. Based on votes received, Marvel Studios, Twentieth Century fox and Warner Brothers are the top 3 production.
6. Star Cinema and Twentieth Century Fox have produced the highest number of hit multilingual movies. Since the movie is meant for a global audience and being one of the top 3 production companies based on votes received, **Twentieth Century fox** is a good contender and should be considered by RSVP as a global partner for their next project.
7. The top director in the top three genres with highest number of superhit movies is James Mangold. This makes him a suitable candidate for Directing their Next project.
8. Mammootty and/or Mohanlal can be hired as the actor for the next project based on median ratings.
9. Parvathy Thiruvothu has given most superhit movies and can be considered as the actress and Andrew Garfield as the actor for Drama genre.
10. Vijay Sethupathi should be added to the cast with respect to Indian Audience for the upcoming project based on the total votes and having an average rating of 8.42 for movies released in India. Taapsee Pannu can be chosen as

the actress based on total votes and for having average rating of 7.74 received particularly for Hindi movies.